

OUTDOOR RECREATION TASK FORCE

DRAFT MEETING MINUTES

Friday, April 8, 2005

10:00 a.m. – 2:00 p.m.

Utah State Capitol Complex, East Building

First Floor, Olmsted Room

MEMBERS/ASSOCIATE MEMBERS PRESENT

DEAVER, Mike	Chair, DBED – Division of Tourism
CUTLER, Riley	Wasatch Touring - Owner/Manager
HERBERT, Gary R.	Lieutenant Governor, State of Utah
MACKEY, Craig	Outdoor Industry Association (OIA)
MCKEE, Michael	Uintah County Commission
METCALF, Peter	Black Diamond, Outdoor Industry Association
OKERLUND, Ralph	Sevier County Commission
RASMUSSEN, Roody	Petzl America
ROY, Cordell	National Park Service
STEVENS, Lynn	San Juan County Commission
STOWELL, Dennis	Iron County Commission
WILLIAMS, Gordon	USFS (Ogden)
ZUMWALT, Glen	MACC, Big Pine Sports

MEMBERS EXCUSED

KORENBLAT, Ashley	Western Spirit Cycling
TULLIUS, Mary	DNR, Chair – Division of Parks and Recreation

STAFF

BOHN, Laura	Project Manager
HANSEN, Mike	Manager, State and Local Planning
KNIGHT, Kevin	Boards and Commissions, Governor's office
NEILSON, Nancy	Governor's Office of Planning and Budget – Administrative Assistant

GUESTS/ PRESENTERS

BURR, Steve	Utah State University – Institute for Outdoor Recreation and Tourism
PETERS, Matt	AGRC (Automated Geographic Reference Center)
RICHMOND, Eileen	U S Forest Service – Ashley National Forest (Flaming Gorge)
WHITE, Mark	Representing Salt Palace Expansion Project

I. Welcome and Introductions – Mike Deaver

Mike Deaver called the meeting to order and acknowledged the presence of Gary R. Herbert, Lieutenant Governor, State of Utah. He also recognized Lieutenant Governor Herbert as the 'official' Chair of the task force. Everyone introduced themselves.

Mike stated that a task force should have a task! The goals that need to be completed include the **identification** of recreational gems, **assessing the needs** of each location (Are they ready to be promoted?), gem site **protection** and **promotion**.

Announcements:

1. Mike recognized Mary Tullius as the newly appointed Chair of the Division of Parks and Recreation.

2. Ashley Korenblat is the proud mother of a new baby boy.
3. Dianne Binger who was the CEO of Salt Lake City CVB recently passed away.

II. Public Input

- o **Mark White** gave an update on the Salt Palace expansion project and acknowledged that because of it they have scheduled the Outdoor Retailers Convention. This convention alone brings in \$1,000 per delegate not including their flight and entertainment costs. The Salt Palace will be ready for them this summer.

Also because of the expansion, Salt Palace officials have been able to schedule six additional major conventions.

They hope to receive funds to complete the project through a special district tax and have the support of the Restaurant Association and other retailers in the area. It is unclear if Salt Lake County will provide funds.

Peter Metcalf noted that it is possible for the Outdoor Retailers Show to become a global event.

Lieutenant Governor Herbert is hoping to see the Salt Palace expansion project on the agenda for the Special Session. (April 19-20)

- o **Gordon Williams of the United States Forest Service** passed out three publications that were researched extensively for the 2002 Olympics.
 - i. **Out & About In A Day** – outdoor fun on northern Utah’s public lands. This is very useful in that it tells you hub cities for your destinations and all of the things you can do in a day (hike, ride bikes, horse back riding, etc.)
 - ii. (Promotional pamphlet)
 - iii. **Map –Utah Public Lands Recreation Opportunities:** This map includes research by USDA Forest Service; National Park Service; US Fish & Wildlife Service; Utah State Parks & Recreation; Bureau of Land Management; Bureau of Reclamation; Salt Lake Convention & Visitors Bureau; Utah Travel Council and Utah Travel Regions. “Each travel district is named for a distinctive characteristic of its character or history. Golden Spike Empire, Cache Valley, Great Salt Lake Country, Mountainland, Dinosaurland, Panoramaland, Castle Country, Color Country and Canyonlands.” **Gordon recommended that the task force could revise this map and print a new edition with their newly identified recreation gems. The map already includes recreation sites for all of the above agencies.**

III. Approval of Minutes – Mike Deaver

Changes to the minutes include:

1. Changing the word ‘nebulous’ to the word ‘nexus’ on page three.
2. In regards to the Salt Palace expansion (page 3) - deleting the statement “When it is finished, a tent for their convention 100,000 square feet will be set up on the exhibit floor,” to read “An intermediate structure, a tent of 100,000 square feet will be used until the expansion is complete.”

Action item:

Ralph Okerlund made the motion to accept the minutes with the above changes and Peter Metcalf seconded the motion. The motion carried.

IV. Review of new Executive Order Draft – Kevin Knight

Kevin conducted a review of changes needed for the new executive order (completed draft will be attached for review). It was agreed that by July 1, 2007 the identification (ownership and infrastructure) for the states recreation gems would be completed. However, if the process was completed at an earlier date the process would move forward (promotion).

Action item:

Commissioner Lynn Stevens made the motion to accept the July 1, 2007 completion date with the flexibility to move forward earlier. Peter Metcalf seconded the motion and the vote was unanimous in the affirmative.

V. Recreational Niches (Power Point presentation) – US Forest Service – Eileen Richmond

Commissioner McKee of Uintah County introduced Eileen Richmond of the Ashley National Forest and acknowledged her extensive study of 'recreation niches' (activities specific and important to an area).

She has been with the Forest Service for 24 years and revealed the logo for their areas niche. **"Big Fish – Ancient Rocks"** promotes the record breaking fishing opportunities in the Green River and their "drive through the ages" scenic touring.

By having a niche one narrows the focus and focuses the funds and has a 'quality niche' not 'mediocre quantity.' She encouraged having a ten year master plan and avoiding the closure of things before the plan is complete. Working with locals, infrastructure planning and being very committed were also mentioned in the presentation. She encouraged the following questions be answered for recreation areas:

1. What is the best that you have to offer?
2. What is the demand?
3. What counties are involved and/or close by?
(One member of the task force noted that local governments are doing their own marketing and the state ought to coordinate with them to unify promotion of recreation areas.)
4. What facilities need to be in line to complete the plan?

NVUM (National Use Visitor Monitoring) is an excellent source for data. It is based on a four year rotation. The highest participating visitation age group is the 40-50 year old bracket with 75% of those being male. (Eileen pointed out that we need to get more women interested in fishing to increase use.)

Through data sources and surveys they have learned that ski resorts have the highest visitation with Fish Lake receiving the lowest. People visited Ashley National Forest for viewing natural features, relaxing, fishing and to experience developed camping. Through surveys conducted it was revealed that Ashley National campers stay longer and prefer developed campgrounds. The signage and parking in the forest received favorable reviews.

The least favorable results were the treatment people received by the (concessionaires) camp hosts. Changes have been made to address the problem. (It was noted that this issue speaks

to the ‘brand’ of Utah.) They are encouraging camp hosts to join local chambers of commerce now. (It was mentioned that some camp fees do stay with local municipalities.) Right now the forest service trains their concessionaires because they know exactly what they need them to do.

Note: Utah State University – Institute for Outdoor Recreation and Tourism provides a training workshop for increasing front line knowledge and hospitality for concessionaires (their Super Host program). This is subsidized by the state. The next one will be held at Thanksgiving Point. Service is the ‘face of the place.’

The three fastest growing metro areas in the U S are the Wasatch Front, Boise and Las Vegas. Eileen said that as population increases fishing activity will increase for Ashley National Forest. They have discovered their niche and have a plan in place. She encouraged the philosophy to “Fill Your Niche.”

Craig Mackey talked about market research results that reveal that teenagers will not go where they cannot get cell phone service because they want to be able to talk with their friends. Also noted were the conflicts created between, for example, people who drive as opposed to those who want to walk or those who want to ride horses in recreation areas. Who makes the final decision?

LUNCH (GOPB/ Eurest Dining services)

VI. Update on Recreation Gem Sites Identification and Survey – Laura Bohn

New website: www.outdoortqskforce.utah.gov

Laura thanked Craig Mackey for his help with the language for the site. She discussed the links and additions to the site and the fact that it is still open to change. One suggestion was to put the explanation for the answer sheet and the answer sheet itself on the same window or page. The website will serve as an ongoing resource with ending dates scheduled for evaluation purposes.

Data information can be password protected on the website. Utah State University may be asked to help with evaluating the data received from the new website survey. The Institute of Outdoor Recreation and Tourism does extensive research of this type. According to Steve Burr it would be possible for a graduate student (if there are funds available) to be hired to evaluate the new survey data.

A letter addressing the details of the website will be sent to all interested parties. Also organizations will be asked to promote the site and/or link to it.

Action:

Roody Rasmusson made the motion to set Wednesday, June 15th as the first evaluation date for the website survey data. Ralph Okerlund seconded the motion and the motion carried unanimously.

VII. Presentation by AGRC (Automated Geographic Reference Center) on Gem Mapping Capabilities – Matt Peters

Matt did an online presentation of the developing capabilities of this mapping system. He referred to it as a vertical puzzle. The map layering allows you to zoom in, for example, on a county, then to a school district then to a town (and then a recreation site), etc. You can zoom in to city streets, locations that counties want to promote or places where you can ride in a jeep or on horse or where you can walk. You can also get trailhead information.

Matt demonstrated the detail capabilities of the system by zooming in on a site. He zoomed in to the 'Doll House' a small ancient Anasazi house preserved in a cave.

The system is used to provide:

- Database management
- Provide a data warehouse
- GIS (Geographical Information System) application

The federal government is no longer the provider of certain types of data. Now local entities provide information to the federal government. The data is developed at the county and city level and pushed up.

There are so many players that need to come together to further the development of this system. Federal initiatives also need to be considered. He felt that the greatest challenge is getting everyone to the table.

Websites: www.atlas.utah.gov
www.publiclands.org
www.rec.utah.gov

Other Business

a. **Steve Burr** informed the group about the **USU – Institute of Outdoor Recreation and Tourism**. There are college degrees available through the Institute.

The Institutes website is www.extension.usu.edu/cooperative/igrt

b. **Update**

- i. Senate Bill 7 – Tourism; Is a ten year initiative and appropriates eighteen million dollars (which is currently earmarked for film). According to the Lieutenant Governor it is hoped by Governor Jon M. Huntsman, Jr. that this bill will be on the Special Session's agenda (April 19-20th). "You have the right Governor for this group," the Lieutenant Governor stated.

c. **Calendar**

- i. Press release to be rescheduled for Monday, April 11th. Clarification was necessary for the release to be desirable to the press.
- ii. April 21st UAC (Utah Association of Counties) will hold their conference at the Davis County Conference Center.
- iii. April 26th "Vibrant Downtown" symposium at Wells Fargo Building
- iv. June 15th first survey evaluation
- v. June 30th next meeting on capitol hill
- vi. Utah Tourism Conference
May 11-13, 2005 in Cedar City, UT

- Governor Huntsman will be speaking and others of interest to the task force
- vii. Western States Tourism Policy Council
May 15-17, 2005 in Reno, NV
This will be a recreation policy forum

VIII. Adjourned: 1:50 p.m.

Next Meeting: Thursday, June 30th, 10:00 a.m. at the East Capitol Complex, 1st floor, Olmsted Room.

Action Items:

- **Notify organizations that will promote new task force website such as:**
 - **Department of Natural Resources – Parks and Recreation through Mary Tullius**
 - **UTIC on May 12th and 13th**
- **Laura to send a letter to local officials, task force members and other interested parties regarding the details of the website (www.ourtdoortaskforce.utah.gov) with contacts being Mike Deaver and Laura Bohn.**
- **Provide explanation and answer sheet on the same web page window.**
- **June 15, 2005 will be the first evaluation date of the new website survey data.**
- **Notify Steve Burr at USU if needed for data evaluation.**
- **Commissioners to present on April 21st at UAC**
- **Craig Mackey to make a presentation to the task force.**